

ATTAR SINGH

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CAREER OBJECTIVE: - To work in an environment, which challenges my abilities, enhances my skills, adds to my Knowledge & Achievements. To become a part of industry that promotes team effort while making a significant contribution to the organization.

SPECIALTIES: - Pre-opening of hotels starting from budgeting, costing, manpower planning to the completion of project. Complete set up of the "Rooms Division" landscaping, uniforms concept and designing

PROFESSIONAL EXPERIENCE

Renaissance Dhaka Gulshan, Bangladesh- Director of Rooms (Pre-Opening & Beyond) from September 2018, July 10, 2021.

JOB SUMMARY: Functions as the strategic business leader of the property's Rooms department. Responsible for planning, developing, implementing and evaluating the quality of property's rooms. Position works with direct reports to develop and implement departmental strategies and ensures implementation of the brand service strategy and brand initiatives. Ensures Rooms operations meet the brand's standards, targets customer needs, ensures employee satisfaction, focuses on growing revenues and maximizes the financial performance of the department. Develops and implements property-wide strategies that deliver products and services to meet or exceed the needs and expectations of the brand's target customer and employees and provides a return on investment to the owner and company.

Daily Responsibilities:-

Leading Rooms Team

- ❖ Champions the brand's service vision for product and service delivery.
- ❖ Communicates a clear and consistent message regarding departmental goals to produce desired results.
- ❖ Makes and executes the necessary decisions to keep property moving forward toward achievement of goals.
- ❖ Monitors and promotes room rates, specials, and promotions at the residence.

Managing Profitability

- ❖ Analyzes service issues and identifies trends.
- ❖ Works with Rooms team to develop an operational strategy that is aligned with the brand's business strategy and leads its execution
- ❖ Reviews and audits expenses.

Managing Revenue Goals

- ❖ Monitors Rooms operations sales performance against budget.
- ❖ Reviews reports and financial statements to determine Rooms operations performance against budget.

- ❖ Coaches and supports operations team to effectively manage occupancy and rate, wages and controllable expenses.
- ❖ Compares budgeted wages to actual wages, coaching direct reports to address problem areas and holding team accountable for results.

Leading Operations and Department Teams

- ❖ Functions as the strategic business leader of the property's Rooms Operations; areas of responsibility include Front Office, Business Center, Concierge, Transportation, Recreation/Health Club, Laundry and Housekeeping.
- ❖ Works with direct reports (e.g., department heads) to develop and implement departmental strategies.
- ❖ Champions the brand's service vision for product and service delivery and verifies alignment amongst the Rooms leadership teams.
- ❖ Develops systems to enable employees to understand guest satisfaction results.
- ❖ Monitors employee satisfaction.
- ❖ Communicates a clear and consistent message regarding departmental goals to produce desired results.
- ❖ Develops and implements property-wide strategies that deliver products and services to meet or exceed the needs and expectations of the brand's target customer and employees and provides a return on investment.
- ❖ Performs other duties, as assigned, to meet business needs

Managing the Guest Experience

- ❖ Reviews guest feedback with leadership team and ensures appropriate corrective action is taken.
- ❖ Responds to and handles guest problems and complaints.
- ❖ Stays visible and interfaces with customers on a regular basis to obtain feedback on quality of product, service levels and overall satisfaction.
- ❖ Creates an atmosphere in all Rooms and Food and Beverage areas that meets or exceeds guest expectations.

Managing and Conducting Human Resources Activities

- ❖ Interviews and hires employees.
- ❖ Ensures employees are treated fairly and equitably.
- ❖ Ensures that regular, ongoing communication is happening in Rooms (e.g., pre-shift briefings, staff meetings).
- ❖ Fosters employee commitment to providing excellent service, participates in daily stand-up meetings and models desired service behaviors in all interactions with guests and employees.
- ❖ Incorporates guest satisfaction as a component of staff/operations meetings with an emphasis on generating innovative ways to continually improve results
- ❖ Sets goals and expectations for direct reports using the performance review process and holds staff accountable for successful performance.
- ❖ Solicits employee feedback, utilizes an "open door policy" and reviews employee satisfaction results to identify and address employee problems or concerns.
- ❖ Ensures property policies are administered fairly and consistently, disciplinary procedures and documentation are completed according to Standard and Local Operating Procedures (SOPs and LSOPs) and supports the Peer Review Process.
- ❖ Conducts annual performance appraisal with direct reports according to Standard Operating Procedures.

Certified Hotel Cleaning Champion- Personally monitoring throughout pandemic all Covid-19 guidelines and conducting all require training for entire hotel staff according to their job roll to make sure safety of our ambassadors & Guests and maintaining all necessary documents.

Certified brand Trainer- Conducting brand training to all new ambassadors according to the standard.

Responsible for Hotel **Self-audit** every month as per guideline and completed all successfully
Responsible for Hotel **ISRA audit** and successfully completed and achieved the K target.

Knowledge of MI System: -Property GXP Champion, Property Opera Champion, Head connector (Property Bonvoy Champion) ERS Coach, Mobile key project coach, Empower reservation, Land-It millstone, M-DAM & SAL, mHUB, Birch Street, EPIC, IDentity Center, MARSHA, MRDW, ONE Yield, QA website & QPower

Additional Responsibility- From August 2020, managing property L&D coordinator's roll and successfully achieved Hotel training goal for 2020 and in December 2020 successfully transit from my-Learning to mHUB.

Le Meridien Thimphu,

Director of Rooms. Bhutan April, 2016 – July, 2018

- ❖ Managing the Day-to-Day hotel operation.
- ❖ Second in charge after the General Manager.
- ❖ Responsible in-charge of the whole operations of hotel in the absence of the General Manager
- ❖ Managing the Rooms Division Operations, Front Office, Service Express (Communication Centre), Concierge & Transportation, Housekeeping, Laundry SPA, Security and Engineering (100 team members)
- ❖ Responsible as project coach role during system migration from Starwood to Marriott International and successfully implemented all Marriott standard as per given guideline
- ❖ Managing the expenses and productivity of the whole division
- ❖ As member of Executive Committee of The Hotel, formulate the general directions and strategy of the hotel.
- ❖ Controlling the implementation and compliance of all Brand Standards component.
- ❖ Responsible for driving the maximum achievement of Rooms Revenue
- ❖ Assist the sales and revenue teams in inventory management by controlling peak periods, resolving conflicts in bookings, changing dates and facilities for guests/groups to support the satisfaction of client needs according to the standards and processes of the Group.
- ❖ Achieved highest ITR within the brand for our region.
- ❖ Cleared BSA and all other audit as per brand standard.

Le Meridien Thimphu, Bhutan - Executive Housekeeper (Pre-Opening & Beyond) **from July, 2014 – March, 2016**

- ❖ Successfully managed and deployed Le Meridien's Pre-Opening Plan relevant for all the Rooms Division functions, ensuring timely completion of tasks and a successful opening
- ❖ Developing and monitoring the implementation of the Rooms annual business plan, Key Performance Indicators, Key responsibility Areas and departmental objectives in alignment with the overall objectives of the OS&E to support the achievement of the Hotel opening targets and improve the sustainability and profitability of business operations.
- ❖ Leading the Rooms Division team for day-to-day operations with service excellence and oversee the entire guest journey for all arrivals, departures, guests in-house stay, daily care, VIP and recognition and guest opportunity handling.
- ❖ Maintain & achieve high standards of rooms' operational efficiency by ensuring all SOPs are up to date and all employees are effectively trained.
- ❖ Accountable to drive the Rooms Guest Satisfaction Index metrics, adherence to Marriott standards, the ancillary revenue generation, expense management, and Rooms product offering at the hotel.
- ❖ Responsible for the recruitment of the best talent for the Rooms Division team and full accountability to ensure the team's growth through setting individual goals, coaching, succession

planning, managing performance, developing staff, monitoring and driving training initiatives and providing formal and informal feedback in order to maximize overall performance and team motivation.

- ❖ Ensure that all services offered are always available and up to established Marriott Standard, and are carried out with the utmost efficiency and courtesy to meet Guest satisfaction survey and social media targets, and effectively handle and resolve any guest problems or complaints as per the guidelines established.
- ❖ Assist the sales and revenue teams in inventory management by controlling peak periods, resolving conflicts in bookings, changing dates and facilities for guests/groups to support the satisfaction of client needs according to the standards and processes of the Group.
- ❖ Monitor closely the profitability of all departments within the room division in order to provide solutions to improve problem areas and assist in implementing corrective measures.
- ❖ Constantly challenge the service delivery Journey to maintain the best possible service journey. Recommend improvements to departmental policy and manage the implementation of procedures and controls covering all areas of activity so that all relevant procedural requirements are fulfilled while ensuring that delivers excellent services, excellence, and innovation.
- ❖ Motivate subordinates and identify opportunities for participating in change initiatives, programs and projects taking into account international best practices, improvement of business processes, cost reduction and productivity improvement.

The Westin Gurgaon New Delhi

- ❖ From April 2012 – July 2014:- **Assistant Executive Housekeeper & Laundry Manager**
Reporting to Complex Executive Housekeeper

JW Marriott Chandigarh: Laundry Manager (Pre-Opening & Beyond) from January 2011 – March 2012

Crowne Plaza New Delhi Okhla: Laundry Manager (Pre-Opening & Beyond) from April 2010 – December 2010

The Leela Kempinski Goa: Laundry Manager from December 2008 – April 2010

Radisson MBD Blue Noida: Housekeeping Team Leader, Laundry & Linen Room in-charge
From February 2004 - September 2004, December, 2005 – December, 2008

The Imperial New Delhi: Housekeeping Assistant from October 2004 – November 2005

The Oberoi Cecil Shimla: Housekeeping attendant from March, 2001 – February, 2004

Personal Achievements:

The Le Meridien Thimphu, Bhutan:

- ❖ Received the certificate of participation from Mr. M.D.A.M Timmwrman Managing Director CBI for the training on **Sustainable for Accommodations** held in August 2015 in Thimphu, Bhutan **Organized by CBI Ministry of Foreign Affair of Netherlands.**
- ❖ Completed **3 days First AID** training conducted by Department of Labour in collaboration with Department of Public Health Thimphu, Bhutan

Additional responsibility: - Leading as a Crisis Director at Le Meridien Thimphu, Bhutan and conducted table top exercises for ERT as per Starwood standard dealing with any crisis evacuate the building and affected place in emergence.

The Westin Gurgaon

- ❖ Awarded for Leader of the Quarter in October 2012.
- ❖ Awarded for Best Department for Training in third Quarter 2012

Received Appreciation Letter from Mr. Sanjay Sharma Complex General Manager for care for the Business in October 2012.

- ❖ Certified with train the trainer certificate from Starwood hotels Pvt. Ltd

Certified by Ecolab Chemical: Successful completion of the **MARRIOTT International India Region and ECOLAB** cleanliness certification in January 2011.

Other letters of appreciation for Guest service & certificates received from:-

- ❖ **Mr. Pierre Jochem** Vice President & General Manager **The Imperial Hotel New Delhi**
- ❖ **Mr. N. C Somaiah** Ed. & General Manager **The Radisson MBD Hotel Noida**
- ❖ **Mr. K. B Kachru** Senior Vice President Carlson Hotels Asia Pacific - South Asia
- ❖ **Mr. N. C Somaiah** Ed. & General Manager in **The Radisson MBD Hotel Noida – Yes I Can®** certificate for “DELIVERING THE PROMISE “ and Achieving the Radisson Service goal 100% Guest Satisfactions

Academic Qualification.

- ❖ **Executive Master in Business Administration (EMBA,)** from Indian Institute of Business Management & Studies Mumbai
- ❖ **Diploma in Textile Management,** Indian Institute of Business Management & Studies Mumbai
- ❖ **Graduation, Bachelor's in Art Studies, (BA)** Himachal Pradesh University Shimla
- ❖ **12th (prabhakar)** from Himachal Pradesh University Shimla
- ❖ **10th** from Himachal Pradesh board of School Dharmshala.

Personal Information

Date of Birth - 23, June, 1981
Language - Hindi and English
Permanent Address : Village – Saskir, P.O. Solang
Tehsil. Jubbal District Shimla
Himachal Pradesh 171206

Date:-

Place:-

Attar Singh Poshta